

Phillip A. Watson

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I apply a user centered design process to define beautiful, functional and useful product experiences.
I am obsessed about bringing clarity to every project and will add value as a junior designer by wielding design fundamentals and curiosity to gaining experience in the design field.

Experience

Product Design Apprentice Busy Bus App WASHINGTON, DC SEP - NOV 2019

- » Researched the needs and frustrations of commuters through surveys, interviews and competitive analysis.
- » Design solutions with information architecture shaped by research analysis.
- » Developed app screens using front end design.

Product Design Apprentice Cast Cloud Storage WASHINGTON, DC OCT - DEC 2019

- » Expanded clients ideas for a cloud storage service app that fit client and user needs.
- » Developed collaborative features with users in mind, then crafted a brand presence & identity.
- » Used branding and research to craft wireframes & prototypes and conducted user testing.

Marketing/Design Intern Vocal A.C.T.I.O.N., LLC WASHINGTON, DC MAR - JUN 2018

- » Created a marketing strategy to grow social media presence using Facebook's group feature to connect communities with local resources.
- » Demonstrated working knowledge of design fundamentals by crafting print and digital flyers, postcards, and advertisements.

Associate Uniqlo US WASHINGTON, DC JUL 2018 - JUN 2019

- » Train and mentor entry level sales associates in their tasks to ensure the store operates efficiently resulting in a decrease in personnel expenses.
- » Gain and maintain knowledge of current sales and promotions, policies regarding payment, and exchanges by reviewing corporate action plans.

Abilities

Photoshop | Illustrator | Indesign | Xd | Wireframing & Prototyping | Front-end Development |
Visual Design | User Centered Design | Branding & Identity | User Surveys | Personas | Journey Maps
Competitive Analysis.

Education

Product Design Thinkful WASHINGTON, DC JUL 2019 - FEB 2020

- » Learned industry best practices and design process standards with a focus on UX Research, Visual Design, and Front-end development.
- » Created and deployed projects while learning new tools and frameworks by collaborating several hours every week with a senior product designer.